

CENTRAL HOLLYWOOD COALITION  
A Non-Profit Corporation  
1330 Vine Street – Hollywood CA. 90028

MINUTES  
June 12, 2007  
Board of Directors Meeting  
Los Angeles Film School  
6353 Sunset Boulevard  
Hollywood, CA. 90028

**Officers and Directors Present**

(Sign in sheet attached to these minutes as Appendix A)

Dirk Degraeve, Paramount Contractors  
Steve Auer, Sunset Gower Studios  
Craig Donahue, The Donahue Group  
Susan Durante, Los Angeles Film School  
Brad Folb, Paramount Contractors  
Duke Gallagher, Production Group  
Father Michael Mandala, Blessed Sacrament Church  
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences  
Ryan Harter, CIM Group  
Shake Bakalyan, Wells Fargo Bank

**Absent**

George Abou-Daoud, Bowery  
Richard Inouye, Tribune  
Darcy Judd, Robertson Properties  
Carol Massie, McDonald's Restaurants  
Fred Rosenthal, Ametron  
Nick Salamone, Off Vine Restaurant

**Consultants**

Kerry Morrison, Hollywood Property Owners Alliance  
Joe Mariani Jr., Hollywood Property Owners Alliance  
Don Duckworth, Duckworth Consulting  
Steve Seyler, Andrews International

**Guests**

David Nix, Newport Capital Advisors  
Ed Corey, Social Services at Blessed Sacrament, Inc.  
Yolanda Lichtman, Social Services at Blessed Sacrament, Inc.  
Kim Sudhalter, Urban Legend P.R.

## **1. Call to Order**

The meeting was called to order by president Dirk Degraeve at 4:11 P.M. The Agenda was posted 72 hours prior at this venue and is attached to these minutes as Appendix B.

Note: All Appendices referenced in these minutes are attached to the Official Minutes in the HPOA Office.

## **2. Public Comments**

David Nix, Newport Capital Advisors, introduced himself and his company which recently acquired the Hollywood Palladium.

## **3. Approval of Board Minutes**

A **Motion** was made by Father Michael Mandala and **Seconded** by Steve Auer, to approve the minutes from the May 8, 2007 Board meeting. The motion was **Unanimously Approved**. (Minutes are attached as Appendix C.)

## **4. Treasurer's Report**

Duke Gallagher distributed to the board the latest Treasurer's Report (dated May 31, 2007). Gallagher noted that the BID had recently received a large deposit from the city. In addition to this the current delinquency rate was now at 11.5% which was a decrease from prior months. Gallagher noted to the board that he has requested from the City Clerk's office the names and contacts of the delinquent parties and was waiting to receive this information. Gallagher reassured the board that as time progressed the delinquency rate would further decrease.

A **Motion** was made by Susan Durante and **Seconded** by Ryan Harter to accept the presented Treasurer's Report. The motion was **Unanimously Approved**. (Treasurer's Report attached as Appendix D).

## **5. New Business**

### **5A. Action Item: Review and Approve CPI Inflator Application for 2007-2008 Assessment**

Don Duckworth informed the group that now is the time to adjust the CPI Inflator for next year's assessment role if the board wished to do so. Duckworth noted that the 3% increase on the Assessment role would not go into effect until the 2007 – 2008 tax roll. Gallagher added that the assessment increase would be implemented on the payments made in December.

A **Motion** was made by Duke Gallagher and **Seconded** by Steve Auer to approve the 3% CPI increase for the next assessment role for the 2008 year. The motion was **Unanimously Approved**.

## **6. Streetscape Committee**

- 1. Clean Street Progress Report:** Michael Pogorzelski reported to the board on the status of the Clean Street initial clean up of the BID. Pogorzelski noted that one problem area with the clean up was with pressure washing sidewalks. This is due to the fact that many of the sidewalks in the Sunset and Vine BID are very wide. Since this is the case, the crews had reported that it has been taking longer than expected to clean these areas. Following these remarks, Joe Mariani presented to the board a short slide presentation showing some of the before and after photos of the area. The

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board enjoyed the slideshow, however expressed that one of the main concerns they were noticing was the on-going graffiti in the BID. Pogorzelski assured the board that graffiti removal was occurring; unfortunately many “taggers” have been persistent in their attempts. Steve Seyler notified the board that Andrews International along with the LAPD are working tirelessly to try to apprehend offenders, however catching them in the act is a very difficult task. Seyler went on to inform the board that a possible task force with Andrews International and the LAPD may be occurring in “trouble spots” in the BID in the near future. The board thanked Steve and Andrews for their support as well as Clean Street on their tremendous progress in the area.

2. **Action Item:** Pogorzelski stated that the Streetscape Committee had met earlier in the month and offered their recommendation to the board to purchase 100 Sunset and Vine BID logo plaques to place on trashcans within the area for slightly less than \$1,000. Morrison pointed out that this supply would last several years. The board believed this would be a great way to brand the BID area.

A **Motion** was made by Michael Pogorzelski and **Seconded** by Craig Donahue for the board to purchase 100 Sunset and Vine BID logo plaques to place on trash cans within the district for a total of slightly less than \$1,000. The motion was **Unanimously Approved**.

## **7. Security Committee**

1. **General Update from Andrews International:** Steve Seyler reported to the board the progress Andrews has been making in the BID area. So far the Sunset and Vine patrol is averaging around 20 arrests per week. In addition to apprehending many of the suspects in the area, the company has developed a great working relationship with Clean Street. Seyler reported that one of the largest issues affecting security in the BID was handling individuals with mental illnesses. Because of this Andrews has worked diligently to develop strong working relationships with many homeless outreach groups in the area such as PATH, Social Services at Blessed Sacrament, Inc., My Friend’s Place, and the Department of Mental Health. Due to these relationships, Seyler reported that Andrews has been successful in trying to get many homeless offenders off the street and into development programs rather than having to take them to jail. The board once again thanked and congratulated Seyler and Andrews on their continued effort in the BID and for their great work.
2. **HERO Program Status:** Morrison explained to the board that the PATH HERO program had received financial support from the Media District BID from their board meeting last week. The HERO program had now committed support from three of the BIDs in the area (Media District, Sunset and Vine, and the Hollywood Entertainment District), and would soon be receiving their CRA donation. Morrison noted that PATH is looking to initiate the program sometime in late July.

**3. Action Item: Blessed Sacrament Social Services Support:** Dirk Degraeve began the discussion by describing his recent trip to visit Blessed Sacrament's Social Service center. The center, located off Selma, just outside of the Cassil Border of the BID, serves an average of 10,000 clients a year offering various services from food, showers, clothing and more. Morrison added that the facility was a 501(c) 3 organization, and has become a separate secular entity apart from the Church. Morrison then introduced Ed Corey, President of the Board of Directors, and Yolanda Lichtman, executive director of the facility. Ed Corey distributed an information packet which contained a description of the history and services offered by the organization. In addition, Corey explained that last year \$100,000 was spent by the organization and resources were "maxed out." Corey did express that the facility was currently trying to form community partnerships, much like those already developed with PATH and Andrews International BID Security. Though the effort to establish these relationships was underway, Corey expressed that the clientele demands continue to grow drastically. Following Corey's remarks, Don Duckworth stated that Father Michael Mandala and Susan Durante should abstain from comments and voting due to their affiliation with the organization, to which the board agreed. A discussion amongst the board ensued. After some discussion the members in attendance questioned how the donation would be used. Corey responded by stating that the donation would go towards building repairs, resources for clients (such as food, clothing, etc), as well as other general items. Morrison reminded the Board that they had budgeted \$20,000 toward Homeless Services Outreach and \$10,000 was already committed to PATH.

A **Motion** was made by Duke Gallagher and **Seconded** by Craig Donahue to approve a \$10,000 donation from the Sunset and Vine BID to the Social Services at Blessed Sacrament, Inc. The motion was **Approved Seven to Two** (2 Abstentions: Father Michael Mandala and Susan Durante).

Following the vote, Corey and Lichtman expressed to the board their thanks for their time and support.

**4. SFW Software Implementation Update:** Morrison updated the board about a meeting between HPOA staff and SFW to upload parcel information and reported that the development of the software was underway. Morrison recommended that there be one license holder. She advised that the license agreement would be drafted to state that the agreement was a partnership between SFW, the HPOA, and the CHC. The agreement would also state that if there was ever a break up in any of the partnerships, all data and information would be returned to the respective party. Degraeve commented that he had no concerns with making the Hollywood Property Owners Alliance the licensee as long as it was stated in the agreement that in the result of a break up in partnerships that the data would be returned to each respective party. Brad Folb stated his agreement with Dirk. The board concurred that the HPOA should be the licensee and the agreement would be drafted as discussed. No vote was necessary.

## **8. Old Business**

### **8A. Report from Fashion Week Sub-Committee**

Craig Donahue informed the board that the committee had lunch earlier in the week and is currently working on a list of more potential sites in Hollywood to host the event. Due to the fact that three venues would be needed to hold the potential audience of 500 people a day, in addition to parking, selecting the proper site to host the event is crucial. Ryan Harter questioned possibly using the Kodak Theater as a potential setting, however Donahue explained that unfortunately the theater's layout would not lend itself to the Fashion week format. Donahue said the most likely places at this point would be the Palladium, the Arclight Parking Structure or the Hollywood Bowl. Lastly, Donahue reported that a field trip was currently being organized with committee members and other interested parties to attend Fashion Week in Culver City.

### **8B. Discussion Regarding Securing CHC Board Counsel**

Morrison opened up the item for discussion. The board members then proceeded to discuss the potential need of legal representation and several potential candidates' names were mentioned. Morrison advised that whoever was selected, the board should make sure that the chosen individual would be able to handle the potential legal problems that are unique to business improvement districts. Duckworth proposed to the board that one solution may be to only obtain an attorney when necessary. The board agreed and decided to wait until the appropriate time to seek legal representation. No vote was needed.

## **9. Report from Kerry Morrison**

- 1. Action Item Hollywood Visitor's Guide and Map Update:** Kim Sudhalter reported to the board that currently the goal for the Hollywood Visitor's Guide and Map was to raise \$90,000 in order to print a total of 350,000 maps. The map is \$15,000 short of this goal. Don Duckworth and Craig Donahue had suggested that purchasing an information panel on the map for \$5,000 for the Sunset and Vine BID would be a great way to market the area and the BID. Degraeve then proceeded to ask each board member's opinion of the suggestion.

Following the discussion a **Motion** was made by Duke Gallagher and **Seconded** by Craig Donahue to pay \$5,000 from the marketing budget to purchase a Sunset and Vine BID information panel on the 2007-2008 Hollywood Visitors Guide and Map. The motion was **Approved Six to Three** (Brad Folb, Steve Auer, and Shake Bakalyan opposed).

After the motion passed, Dirk Degraeve suggested that a Marketing Committee be formed for the board and nominated Craig Donahue to be head of the potential committee.

- 2. Report from BID Consortium Meeting:** Morrison reported information presented at the last BID Consortium Meeting that BIDs may soon be getting audited. She described that the City Clerk's Office had prepared guidelines for the separation of financial responsibilities in small BID offices. Gallagher expressed his interest in

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starting a financial committee or delegating this to an executive committee to ensure compliance.

3. **Report on Property Owner Outreach Meetings:** A walk through had recently occurred with Morrison, the LAPD, Andrews International, Steve Auer, and some of the representatives from the AT&T property on Gower. Morrison described the walkthrough as a successful attempt to get in touch with a major stakeholder in the BID and discuss some major issues, especially regarding the on-going graffiti problem on the property. A letter to AT&T outlining suggestions for improving the property to deter vandalism was circulated.
4. **Upcoming Events:** Morrison took a moment to invite the board to the Chamber's Economic Summit which would feature Sunset Boulevard and it's major upcoming developments. In addition to this Morrison invited the board to the IDA Annual Conference which would be held in New York in September 2007.

**10. Consultant's Report**

1. **Response to letter from Thomas Safran and Associates and Pietra DuBuclet:** Duckworth distributed to the board response letters he had prepared to the two stakeholders in response to claims they had previously had with their properties. Duckworth wanted to submit the letters to the board so that they were informed of what was occurring.
2. **Bylaws Committee:** Duckworth reported that the committee had not had a chance to meet in the past month. Ryan Harter volunteered to be chair of the committee and Duke Gallagher volunteered to be a member of it. Degraeve suggested that a copy of the bylaws be mailed to the members of the committee for review. Duckworth agreed to the request and suggested an initial telephone meeting to be scheduled for the group.

**11. Next Meeting**

The next meeting was set for July 10, 2007 beginning at 4:00 P.M. at the L.A. Film School, located at 6353 Sunset Boulevard, Hollywood, CA. 90028.

**12. Adjournment**

There being no further business the meeting was adjourned by President Dirk Degraeve at 6:12 P.M.